METHOD FOR DYNAMIC PROFILING

ABSTRACT OF THE DISCLOSURE

According to the invention, techniques for profiling of human behavior based upon analyzing data contained in databases, data marts and data warehouses. In an exemplary embodiment, the invention provides for creating a dynamic customer profile by analyzing relationships in data from one or more data sources of an enterprise. The method can be used with many popular visualization tools, such as On Line Analytical Processing (OLAP) tools and the like. The method is especially useful in conjunction with a meta-model based technique for modeling the enterprise data. The enterprise is typically a business activity, but can also be other loci of human activity. The human behavior profiled is typically that of a customer, but can be any other type of human behavior. Embodiments according to the invention can display data from a variety of sources in order to provide visual representations of data in a data warehousing environment.

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